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REPORT ON CANADIAN AGRI-FOOD EXPORTS TO TAIWAN
- 2001 -

SUMMARY: According to statistics compiled by the Taiwan Bureau of Customs, Canadian exports of Agri-Food products to Taiwan amounted to Cdn $ 243 million in 2001 giving Canada a 2.8% share of the Taiwan market. Agri-food exports in 2001 were 9.3% lower than in 2000 but Agri-food still represented 15.8% of Canada's total exports to Taiwan. Major factors having negatively influenced the level of Canadian agri-food exports to Taiwan include the large decrease in Canadian exports of pork and Canola oil as well as the fact that no sale of wheat took place in 2001. Exports of Canadian beef and soybeans to Taiwan did, however, register substantial increases.

REPORT: The meat sector continues to represent an important component of Canadian agri-food exports to Taiwan. Some 3,000 tonnes of Canadian beef valued at Cdn $ 17 million were exported to Taiwan in 2001. This represented a 42% increase in volume for frozen beef but a decline of 26.5% in the volume of chilled beef. This performance is most remarkable considering that other major suppliers such as United States and New Zealand have registered a decline in their beef exports over the past year. The CTOT and the local office of CBEF continue to co-operate closely in relation to the organization of promotional activities aiming at getting Canadian beef to be better known in Taiwan.

Pork exports have declined by 70% in 2001 and amounted to 2,210 tonnes (compared with our record performance of 10,600 tonnes in 1999). 2001 exports were valued at Cdn $ 1.9 million. Despite reduced exports last year, Canada Pork International continues to see an important potential in Taiwan and intends to bring another delegation of representatives from the Canadian pork industry to Taiwan in 2002.

Other items falling under the meat chapter include chicken (cuts and offals) of which Canada exported 365 tonnes valued at $735,000 and 195 tonnes of poultry/pig fat valued at $128,000. In December 2001, the CTOT was closely involved in a joint demarche undertaken jointly by the four largest exporters of farm products to Taiwan (United States, Australia, New Zealand and Canada) to ensure that Taiwan would implement the WTO required tariff rate quotas for chicken and other agriculture products in a timely fashion.

Canadian exports of Fish & Seafood to Taiwan continued on their upward trend in 2001 reaching the unprecedented level of Cdn $33.8 million. Canada ranked as Taiwan's fourth largest supplier of fish and seafood with a 8.3% market share, behind Australia (14.6%), Thailand (14%) and the United States (11.6%). Farmed Atlantic salmon from British Columbia is still the largest single item under this category. Canada exported 1,815 tonnes of salmon (valued at $ 13 million) last year, making it the second largest supplier after Norway (with 2,526 tonnes). Canada is also Taiwan's second largest supplier of frozen Greenland halibut after Iceland. Canada exported 3,961 tonnes of halibut to Taiwan in 2001 representing Cdn $11,7 million. Canada also exported 2,673 tonnes of shisamo (smelt) to Taiwan which was valued at Cdn $ 4 million.

../2

The CTOT is very actively promoting seafood in Taiwan. In 2001, Canada exported for $ 1.3 million worth of crustacean (lobsters, crabs and shrimps) and for $ 1.75 million of other seafood (oysters, scallops, geoducks, and sea cucumbers) to Taiwan. All these products have been included in store and restaurant promotions organised by the CTOT during the course of the past year and Canada is becoming increasingly recognised as a supplier for of top quality seafood.

Canada remains a marginal suppliers of dairy products to Taiwan, far behind New Zealand and Australia. Nevertheless, Canada succeeded in exporting 1,113 tones of whey powder and 259 tonnes of sweet cream concentrate to Taiwan in 2001. These had a combined value of $ 1,3 million.

Despite its relatively uncompetitive situation, Canada succeeded in selling some fruits and vegetables to Taiwan in 2001. Most noticeable is the large increase in Canada's exports of carrots. These amounted to 1,757 tonnes (a tenfold increase) and were valued at Cdn $ 826,000. Canada also exported 423 tonnes of cherries (valued at $1.4 million)as well as some cranberries and blueberries. The single largest item falling under the vegetables category remains dried peas used as animal feed. Canada remains Taiwan's largest supplier with exports of 14,600 tonnes in 2001 which were valued at $ 4.6 million.

No sale of Canadian wheat took place in 2001, negatively affecting the total value of our agri-food exports. (One wheat shipment would have contributed some $ 9 million to our exports). Taiwan continues to source most of it wheat from the United States (984,000 tonnes, a 96% market share). In 2001, Canada was only able to sell some canary seeds valued at $825,000 to Taiwan.

Soybeans continue to be major success for Canada in Taiwan. While Canada does not expect to replace the United States as the major supplier of soybean for animal consumption, sales of non-gmo soybeans destined for human consumption have reached 2,175 tonnes in 2001 and were valued at just over $1 million. In order to further support the growth in the export of Canadian soybeans to Taiwan, the CTOT organised a promotional seminar in Taipei in December 2001. This seminar regrouped local traders and end-users. It should be noted that Canadian exports of soybeans to Taiwan were only 163 tonnes in 1999 and 248 tonnes in 2000. The drought suffered by Canada's soybean producing regions in 2001 will likely affect negatively Canada's capacity to export soybeans in 2002.

Canadian exports of forage products (mostly alfalfa) decreased by 43% in volume in 2001 and reached 34,281 tonnes. These still represented $ 6.8 million in value. 83 tonnes of Canadian ginseng were exported to Taiwan last year with a value of $ 2 million.

Exports of canola oil have continued to decline in 2001, but nevertheless reached 24,400 tonnes, a 45% decline in volume and were valued at $14 million (compared to $27 million in 2000). In 2001, Taiwan's imports of soybean and sunflower oil decreased by 11.3% and 301% respectively. Imports of palm oil, however, increased by 27% and reached close to 89,000 tonnes.

Frozen French fries continue to be Canada's largest preserved vegetable export to Taiwan. With exports of 5,650 tonnes (valued at $6.2 million) Canada ranks as Taiwan's second largest supplier after the United States. Other French fries suppliers include the Netherlands, New Zealand, Belgium, Danmark and Japan. Canada was also successful in selling 17 tonnes of varied frozen vegetables (notably corn) to Taiwan. The CTOT was implicated in negotiations which resulted in the release of a large shipment of Canadian French fries.

Under the category of miscellaneous food exported to Taiwan, we find for $ 5.7 million of non-alcoholic compound, $3 million worth of food preparation in capsules and $8.6 million simply listed as unspecified food preparations.

The beverage sector continues to disappoint with a decrease in the exports of whisky, wine, water and beer. Canada limited exports of beer further decreased to reached $ 19,000. Canada succeeded in exporting $1.2 million (43,000 litres) of wine but its rank as a supplier to Taiwan fell to 7th. France and the United States continue to be Taiwan's major suppliers of wine, taking between themselves two thirds of the market and other countries supplying wine to Taiwan include Australia, Germany, Italy and Spain. Canada continues to be Taiwan second largest supplier of bottled water after France. In 2001, Canada supplied for $ 860,000 of water to Taiwan, getting a 14% market share (France's is 63%).

Food waste/animal feed continue to represent an important portion of Canada's exports to Taiwan with exports totalling $ 25 million in 2001. This includes 40,400 tonnes flour meal (not for human consumption) which was valued at $16.3 million, 21,700 tonnes of canola meal valued at $5.4 million and 3,800 tonnes of food preparation for animal including pet food.

As always, hides and skins is by far the largest single item falling in the agri-food category and exports of this products in 2001 were valued at $88 million, a 4% drop over 2000. Hides and skins represent Canada's 4th largest export item to Taiwan after machinery, wood pulp and chemical products.

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